



Charlotte City Council
Workforce & Business Development Committee
Summary
November 1, 2021

COMMITTEE AGENDA TOPICS

Industrial Land Use & Jobs Study Discussion
HIRE Charlotte Update
Corridors of Opportunity Update
Chair's Report

COMMITTEE INFORMATION

Committee Members Present: Tariq Bokhari (Chair), Malcolm Graham (Vice-Chair), Renee Johnson & Greg Phipps

Committee Members Absent: Dimple Ajmera

Others: Denada Jackson, Office of Constituent Services
Corey Settles, Corridors of Opportunity Executive, Economic Development Department

Staff Resources: Tracy Dodson, City Manager's Office
Christina Thigpen, Economic Development Department
Jenae Valentine, Economic Development Department
Todd DeLong, Economic Development Department
Corey Settles, Corridors of Opportunity Executive, Economic Development Department
Alyssa Brown, Economic Development Department
Catherine Mahoney, Planning, Design & Development Department

Meeting Duration: Noon-1:30p.m.

ATTACHMENTS

1. Agenda – November 1, 2021
 2. Presentations – Industrial and Land Use and Jobs Study; HIRE Charlotte
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DISCUSSION HIGHLIGHTS

Chairman Bokhari called the virtual meeting to order and asked committee members, City staff and guests to introduce themselves. He turned the meeting over to Tracy Dodson to give an overview of the agenda items.

Industrial Land Use & Jobs Study Discussion

Tracy Dodson provided background information on the Study. The City of Charlotte partnered with Mecklenburg County to conduct an Industrial Land Use and Jobs analysis that will inform a variety of key stakeholders on the current state of Charlotte's industrial market and the potential for industrial growth through development and job creation within Charlotte-Mecklenburg. Cushman and Wakefield was selected as the consultant.

Jenae Valentine provided a high-level overview of the Industrial Land Use & Jobs Study project. While the Study is not 100% complete, she discussed portions of the executive summary, strategies for successful growth, corridors of opportunity identified and how it ties to the 2040 Comp Plan application. The Industrial Land Use and Jobs Study was designed to be a tool to inform how to best position the area for growth and expansion.

Highlights of Study

Charlotte's industrial market has seen tremendous growth. Over the past five years, the Charlotte MSA has grown by 13% compared to the national average of 4% and is expected to continue its growth. The Study also took a deep dive into our industrial sector labor. Nine target industries for job growth were identified based on demonstrated strength in the Charlotte-Mecklenburg market. Existing strength was defined by labor pool size, growth rate, and degree of specialization.

Those nine target industries are:

- Advanced Man
- Biological Product Man
- Food Man
- Plastics Product Manufacturing
- Air Transportation
- Freight and Consumer Transportation
- Wholesalers- B2B
- Wholesalers- Consumer Food and
- Construction Companies

The target industries were grouped into three main categories due to similar real estate and labor site selection criteria.

Cushman and Wakefield's scope of work was broken into five steps:

- Defining the current state of our industrial market
- Assessing our labor market
- Forecasting the growth of our industrial market
- Assessing our capacity and absorption levels; and,
- Developing a targeted strategy that will help position Charlotte-Mecklenburg for successful growth

Key Findings were identified by Cushman & Wakefield to help guide staff on how to best position Charlotte-Mecklenburg for growth:

- Focus on user types that fit Mecklenburg County to really understand the existing product in our market and what's in the pipeline as we work to attract new businesses to our market
- Build strategy around nine target industries
- Support existing manufacturers
- Embrace the manufacturing evolution
- Open the toolbox to minimize barriers to entry

Ms. Valentine also shared focus groups were conducted at the start of this study to understand how a number of stakeholders viewed our market. The stakeholder groups consisted of City and County staff, regional partners, commercial brokers, and developers in the community. During the focus groups, staff received feedback on what makes our market strong and competitive as well as ways to improve our internal processes. The private sector partners who participated shared their knowledge on market-based reality and industrial trends.

Cushman and Wakefield will complete a deeper dive on the nine target industries to help identify what additional support would be needed to meet anticipated hiring needs. They have also identified six Corridors of Opportunity (Sugar Creek, Northwest submarket, I-77& Tyvola, I-485 sites, Highway 27 corridor and County-wide retail) and applied what place types would be the best use in each area.

Staff will continue working with Cushman and Wakefield, our partners and Council to determine factors to inform place-type mapping.

HIRE Charlotte

Christina Thigpen provided an update on HIRE Charlotte Initiative. Staff is working with our ecosystem partners to assess our current state employment to identify a North Star and identify where ARPA funding should be directed. Ms. Thigpen also shared information on the stakeholder engagement phase. Three meetings have been held with the HIRE Charlotte Steering Committee to get their feedback as well as listening sessions with all-size businesses to learn about their immediate needs and thoughts on the ecosystem. The foundation of the employment ecosystem survey has been built to address five pillars: common goals, shared values, collaborative relationships, mutually supportive work, and a vision for the future. The survey will be launched in mid-November for a couple of weeks for others to participate.

The committee also asked staff to include in their discussions how to address supply chain issues for businesses and to identify gaps/needs for small businesses to provide long-term support during the COVID recovery as part of the HIRE Charlotte Initiative.

Citizens can learn more about the HIRE Charlotte Initiative at: <https://www.hirecltmeck.com/>

Corridors of Opportunity Update

Tracy Dodson introduced Corey Settles, our Leader on Loan from Bank of America. Mr. Settles started on November 1 and will be with the Economic Development Department for a year to work on the Corridors of Opportunity Initiative. He will strategically organize the work of all the investments from the City and external organizations to leverage those dollars to have the most impact in our community and continue the momentum around corridors.

Mr. Settles expressed his excitement to join the City through Bank of America's Leader on Load Program. Mr. Settles spent five years in the military before graduating from West Point. He also worked at Dell Computers for ten years and at Amazon for 3 ½ years before joining Bank of America as their Senior Vice President of Global Technology and Procurement.

The committee welcomed Mr. Settles to the City.

The meeting adjourned at 1:30p.m.